

# SCAVOLINI TORONTO



Media relations / social media strategy and execution / stakeholder relations / special events / partnerships & sponsorships / awards

Scavolini Toronto is the local representative and distributor of luxury Italian kitchen, lifestyle and bath manufacturer Scavolini.

As Scavolini Toronto launched a new showroom, the company enlisted Idea Workshop to support business-building efforts, with the goal of attracting new interior designer, architects, developer and consumer clients. Idea Workshop developed a communications strategy that would drive traffic to the showroom and website by activating the brand's local presence through highly targeted media relations, a cohesive social strategy that would engage and inform across Facebook, Twitter and Instagram feeds, and selecting like-minded event sponsorship and partnerships that would reach Scavolini Toronto's target clientele.



A logo for "RETAIL R-I INSIDER" with the text in a bold, sans-serif font inside a black square.

A collage of four photographs showing different areas of the Scavolini showroom: a kitchen, a bathroom, a walk-in closet, and a group of people standing together.

(PHOTOS: SCAVOLINI, VIA IDEAWORKSHOP.CA)

**Scavolini Opens New Showroom in Toronto's Castlefield Design District:** World-renowned Italian design company **Scavolini** has opened an airy new 6,500 square foot showroom in uptown Toronto in the Castlefield Design District at 1330 Castlefield Avenue. Flaunting high-end Italian designed kitchens, bathrooms and living areas (including closets, shelving, furniture & accessories for every room in the house) with clean lines and refined simplicity.

